

# Professional Technical Marketing –

Grades 8-12

Contract period 9/1/03 – 8/31/08

Publisher	Title of Material	Author	Copyright	Grade Level	ISBN Number	R=Resource *Correlation
Cengage Learning (formerly Thomson Learning)	<b>Floriculture Designing and Merchandising, 2E</b>	<b>Griner</b>	<b>2004</b>	<b>9-12</b>		
	Key Features: Introductory floral design book includes step-by-step instructions complete with illustrations and material lists for dozens of projects. Includes new chapters on the history of floral design and constructing wreaths. Includes information on using the Internet to market flowers to introduce readers to this important tool.					
	Floriculture Designing and Merchandising, 2E - Instructor's Manual					
	<b>Entrepreneurship: Ideas in Action</b>	<b>Green</b>	<b>2004</b>	<b>9-12</b>		
	Key Features: New Deca Prep features are added to help with competitive events preparation. Highlights of real entrepreneurs' pitfalls are included with critical thinking questions to help students analyze the situations given. A business project is in each chapter and helps students prepare a complete business plan by the end of the text.					
	Annotated Instructor's Edition					
	Instructor's Resources CD					
	Ideas in Action - Instructor's Resource Kit					
	<b>Business 2000: Entrepreneurship</b>	<b>Greene</b>	<b>2001</b>	<b>9-12</b>		
	Adopted as "resource" material.					
	Key Features: Packed full of vocabulary building, career awareness, business math, communication, and technology applications to reinforce and review concepts taught. Dedicated website provides activities and links for each chapter. Special sections highlight a company and the careers it offers to demonstrate various career opportunities. Provides instructors with great flexibility to deliver business content using a modular format. Instructors can create their own business courses by combining several modules to form one-semester or two-semester courses.					
	Annotated Instructor's Edition					
	<b>Marketing: Anniversary Edition</b>	<b>James L. Burrow</b>	<b>2004</b>	<b>9-12</b>		
	Key Features: Integrates the full range of DECA competencies for competitive event preparation. It takes advantage of the dynamic and interactive world of marketing today and allows students to experience this first-hand. Built around the National Marketing Education foundations and functions of marketing, this text focuses on professional development, customer service, and technology as the keys to success.					
	Instructor's Resource Box					
	Instructor's CD					
	Instructor's Edition					
	<b>Sports and Entertainment Marketing</b>	<b>Kaser</b>	<b>2001</b>	<b>9-12</b>		
	Key Features: Intended for various levels of instruction and lower level reading. Courses will include Intro to Marketing and Intro to Business. This text is not intended for a full semester course and can be used as a supplementary product in any of the courses mentioned above. Multimedia Module includes a Student Text, Annotated Instructor's Edition, Video, and Instructor CD.					
	Teacher's Edition					

# Professional Technical Marketing –

Grades 8-12

Contract period 9/1/03 – 8/31/08

Publisher	Title of Material	Author	Copyright	Grade Level	ISBN Number	R=Resource *Correlation
<b>Cengage Learning</b> (formerly Thomson Learning)	<b>Hospitality Marketing</b>	<b>Kaser</b>	<b>2002</b>	<b>9-12</b>		
	Key Features: Text targets the growing demand for hospitality programs in the high school and post secondary level markets. Careers in hospitality marketing are a central theme throughout the text. DECA Prep feature included to provide users with web sites information that includes activities that follow the guidelines set by DECA.					
	Annotated Instructor's Edition					
	<b>Fashion Marketing</b>	<b>Oelkers</b>	<b>2004</b>	<b>9-12</b>		
	Key Features: Covers essential marketing topics using the fashion industry as a learning vehicle. Discussing issues such as fashion cycle, fashion economics, promoting a fashion image, and technology in fashion marketing, provides professionals with a fresh perspective o how marketing shapes the future of both fashion industry and future career opportunities.					
	Annotated Instructor's Edition					
	<b>Marketing Yourself</b>	<b>Ciletti</b>	<b>2004</b>	<b>9-12</b>		
	Key Features: Lesson content is developed according to national and state marketing standards. In addition to helping students make real-world connections to begin networking with professionals, this text is also designed to help students with after-graduation goal setting that matches their interests and aptitudes to appropriate college or post-secondary education.					
	Annotated Instructor's Edition					
	Instructor's Resources CD					
	Instructor's Resource Box					
<b>CEV MultiMedia</b>	<b>Landscape Design</b>	<b>CEV Multimedia</b>	<b>2004</b>	<b>9-12</b>	<b>Web based</b>	
	Key Features: Internet course-based curriculum. Step-by-step instructions guide you to the area on the website for mul timedia courses.					
	Landscape Design Teacher Resource Guide					
	Landscape Design Supplements					
	<b>Floral Design &amp; Marketing</b>	<b>CEV Multimedia</b>	<b>2004</b>	<b>9-12</b>	<b>Web based</b>	
	Key Features: Internet course-based curriculum. Step-by-step instructions guide you to the area on the website for mul timedia courses.					
	Floral Design & Marketing Teacher Resource Guide					
	Floral Design & Marketing Supplements					
	<b>Personal Skill Development</b>	<b>CEV Multimedia</b>	<b>2004</b>	<b>9-12</b>	<b>Web based</b>	
	Key Features: Internet course-based curriculum. Step-by-step instructions guide you to the area on the website for mul timedia courses.					
	Personal Skill Development Teacher Resource Guide					
	Personal Skill Development Supplement					

**Professional Technical  
Marketing –  
Grades 8-12**

Contract period 9/1/03 – 8/31/08

Publisher	Title of Material	Author	Copyright	Grade Level	ISBN Number	R=Resource *Correlation
Encyclopedia Britannica, Inc. (Interim 1 – 2004)	Encyclopedia Britannica Online School Edition	Encyclopedia Britannica, Inc.	2004	6-12	Web based	R
	<p>Note: Approved as a "Resource Only".</p> <p>Key Features: Four encyclopedias that are geared for all levels of reading with 123,000 articles and 27,000 images and video clips including coverage of Science topics. Plus, the Britannica Internet Guide offers access to the best sites available on the Web, chosen based on their educational value with an emphasis on curriculum-based content. Learning Materials and Teacher Resources that include more than 450 interactive guides to incorporate core content areas into the classroom. Science topics include Biology, Earth and Space Science, Life Sciences, and Physics. Core concept reviews, student activities, images, and Web links are included. Other features include a World Atlas with detailed maps of more than 200 countries, all U.S. states, and all Canadian provinces, a student dictionary and thesaurus, interactive historical timelines, and videos and multimedia. Journals and magazines provide up-to-date information about classroom concepts and current events.</p>					
Glencoe / McGraw Hill (Interim 1 – 2004)	Glencoe Marketing Series: Sports and Entertainment Marketing	Farese	2005	9-12		
	<p>Key Features: Text examines marketing of sports and sports entertainments as well as the work of entertainment marketing. Special features include <i>Power Read</i>, <i>Case Study</i>, <i>Real-World Scenario</i>, <i>World Market</i>, <i>Hot Property</i>, and <i>Profiles in Marketing</i>. Role-Play Activity prepared students for DECA events.</p>					
Glencoe / McGraw Hill (Interim 1 – 2004)	Glencoe Marketing Series: Retailing	McCalla	2005	9-12		
	<p>Key Features :Focuses on retail marketing, management, and merchandising. Special Features include <i>Power Read</i>, <i>Case Study</i>, <i>Real-World Scenario</i>, <i>World Market</i>, <i>Hot Property</i> ,and <i>Profiles in Marketing</i>. Role-Play Activity prepared students for DECA events.</p>					
Glencoe / McGraw Hill	Marketing Essentials	Farese, et al	2002	9-12		
	<p>Key Features: Published in participation with DECA, informs students about the essentials of marketing, but also creates excitement with engrossing narrative, engaging graphics, and informative real-life case studies. DECA Connections enhance competitive event preparation.</p>					
	Teacher Wraparound Edition (Free: 1:30 Student Editions Purchased)					
Glencoe/ McGraw-Hill (Interim 2 – 2005)	Marketing Essentials	Farese, et al	2006	9-12	0078612578	90%
	Teacher Classroom Resources				0078687993	
	<p><i>Teacher Classroom Resources Include:</i> Teacher Wraparound Edition; Student Activity Workbook, Teacher Annotated Edition; Math Marketing Workbook, Teacher Annotated Edition; Marketing Research Workbook; DECA Prep Workbook Teacher Manual; School-to-Work Activity Workbook Teacher Manual; <i>BusinessWeek Case Studies</i> Teacher Annotated Edition; Marketing Career Portfolio Teacher Annotated Edition</p>					
	<p>Student Activity Workbook, Student Edition; Math Marketing Workbook, Student Edition; Market Research Project Workbook Student Edition; DECA Prep Workbook Student Edition; School-to-Work Activity Workbook Student Edition; <i>BusinessWeek Reader w/Case Studies</i> Student Edition; Marketing Career Portfolio Student Edition</p>					
	<p><i>Available Technology Resources Include:</i> ExamView ® Pro CD-ROM; TeacherWorks CD-ROM; PowerPoint Presentation and User Guide; Virtual Business Package</p>					

# Professional Technical Marketing –

Grades 8-12

Contract period 9/1/03 – 8/31/08

Publisher	Title of Material	Author	Copyright	Grade Level	ISBN Number	R=Resource *Correlation
<b>GLENCOE/ McGraw-Hill</b> (Interim 2 – 2005)	<b>E-Commerce</b>	<b>Miles, et al</b>	<b>2006</b>	<b>9-12</b>	<b>0078613337</b>	<b>70%</b>
	Teacher Annotated Edition (Free: 1:35 Student Editions Purchased)				0078665426	
	<i>Available Additional Resources Include:</i> Business Week Business Poster Package					
	<i>Available Technology Resources Include:</i> Glencoe Business Video Package; PowerPoint Presentations CD-ROM; ExamView ® Pro Test Generator CD-ROM					
<b>GLENCOE/ McGraw-Hill</b> (Interim 2 – 2005)	<b>Fashion Marketing</b>	<b>McCalla, et al</b>	<b>2006</b>	<b>9-12</b>	<b>0078682959</b>	<b>80%</b>
	Teacher Annotated Edition (Free: 1:35 Student Editions Purchased)				0078688094	
	<i>Available Technology Resources Include:</i> ExamView ® Pro CD-ROM: PowerPoint CD-ROM					
<b>GLENCOE/ McGraw-Hill</b> (Interim 2 – 2005)	<b>Hospitality and Tourism Marketing</b>	<b>McCalla, et al</b>	<b>2006</b>	<b>9-12</b>	<b>0078682967</b>	<b>70%</b>
	Teacher Annotated Edition (Free: 1:35 Student Editions Purchased)				0078688132	
	<i>Available Technology Resources Include:</i> ExamView ® Pro CD-ROM: PowerPoint CD-ROM					
<b>GLENCOE/ McGraw-Hill</b> (Interim 2 – 2005)	<b>Business Management: Real-World Applications and Connections</b>	<b>Rue, et al</b>	<b>2006</b>	<b>9-12</b>	<b>0078650178</b>	<b>97%</b>
	Teacher Annotated Edition (Free: 1:35 Student Editions Purchased)				0078681065	
	<i>Available Additional Resources Include:</i> Student Activity Workbook Student Edition; <i>Business Week Extension Activities</i> ; Student Activity Workbook Teacher Annotated Edition; Teacher's Resource Binder w/ Student Activity Workbook Teacher Annotated Edition, Lesson Plans, Blackline Masters, Internet Resources; Competitive Events Review; <i>Business Week Business Management Poster Package</i>					
	<i>Available Technology Resources Include:</i> Assessment Package with ExamView ® Pro Test Generator CD-ROM; PowerPoint Presentations CD-ROM; Software Applications Package; Glencoe Business Video Package; Interactive Lesson Planner CD-ROM					
<b>GLENCOE/ McGraw-Hill</b> (Interim 2 – 2005)	<b>Entrepreneurship and Small Business Management</b>	<b>Allen</b>	<b>2006</b>	<b>9-12</b>	<b>0078613035</b>	<b>90%</b>
	Teacher Annotated Edition (Free: 1:35 Student Editions Purchased)				0078677599	
	<i>Available Additional Resources Include:</i> Teacher Classroom Resources w/Student Activity Workbook Teacher Annotated Edition, Webworks Simulation Teacher Manual; Student Activity Workbook Student Edition; Webworks Student Edition; Business Plan Project Workbook Student Edition; Multimedia Yearbooks; Business Plan Project Workbook Teacher Manual					
	<i>Available Technology Resources include:</i> ExamView ® Pro Test Generator CD-ROM w/User Guide; PowerPoint Presentations CD-ROM; Interactive Lesson Planner CD-ROM					
<b>Goodheart - Willcox</b>	<b>Hospitality Services: Food and Lodging</b>	<b>Reynolds</b>	<b>2004</b>	<b>9-12</b>		
	Key Features: Clear, well organized presentation of a complex and diverse industry. Profiles of fascinating and inspiring industry leaders. Supplements provide worksheets and strategies to reinforce learning.					
	Workbook					

# Professional Technical Marketing –

Grades 8-12

Contract period 9/1/03 – 8/31/08

Publisher	Title of Material	Author	Copyright	Grade Level	ISBN Number	R=Resource *Correlation			
Prentice Hall/ Pearson Ed Inc. (Interim 2 – 2005)	Entrepreneurship: How to Start and Operate a Small Business, Student Edition	Mariotti	2005	9-12	1-890859-18-4				
	Teacher's Edition				1-890859-21-4				
Prentice Hall/ Pearson Ed Inc. (Interim 2 – 2005)	Principles of Marketing Student Edition	Kotler and Armstrong	2006	9-12	0-13-146918-5	80%			
	Annotated Teacher's Edition				0-13-185780-0				
Prentice Hall/ Pearson Ed Inc. (Interim 2 – 2005)	Introduction to Hospitality Student Edition	Walker	2006	9-12	0-13-119101-2				
	Instructor's Manual				0-13-119103-9				
Prentice Hall/ Pearson Ed Inc. (Interim 2 – 2005)	Hospitality Operations: Careers in the World's Greatest Industry Student Edition	Ninemeier and Perdue	2005	9-12	0-13-140777-5				
	Instructor's Manual				0-13-140772-4				
Prentice Hall/ Pearson Ed Inc. (Interim 1 - 2004)	Introduction to Hospitality	Walker	2002	9-12					
	Key Features: Engaging opening chapter: "Introduction:--Welcomes the student to the world of hospitality; covers Marriott's philosophy, leadership, industry size and scope, service and TQM, industry characteristics, Disney service and strategy, career information, resume writing and advice, and more. More user-friendly pedagogy—Includes more industry examples, more real-world scenarios, and pertinent career information. Makes the study of hospitality more accessible and relevant to students' lives. Real-world perspective—Weaves special sections throughout- <i>Personal Profiles</i> focus on the achievements and industry contributions of industry leaders; <i>Corporate Profiles</i> examine the success stories of giants of the field; "A Day in the Life" vignettes profiles selected key hospitality individuals, with real-life accounts of their activities. Offers students a glimpse into the issues and challenges they'll face on the job.								
	Instructor's Resource Manual								
Prentice Hall/ Pearson Ed Inc.	Floral Design and Interior Landscape Management - Student Edition	Noland	2004	9-12					
	Key Features: Illustrated in full color. Includes real world connections which integrate production concepts into floral business practices. Features newly developed information on career clusters and employability skills.								
	Floral Design and Interior Landscape Management - Teacher's Manual								